

### **AMENDMENTS TO THE CLAIMS**

Please amend claims 2 and 3 as set forth below.

1. (Cancelled)

2. (Currently Amended) A method comprising:

generating a set of language-customized electronic mail messages containing content associated with marketing research, wherein at least a first one of the electronic mail messages is customized for a first recipient having a first language preference, wherein at least a second one of the electronic mail messages is customized for a second recipient having a second language preference, and wherein generating each of the language-customized electronic mail messages in the set includes:

determining, as part of an electronic mail generation system, identifying a preferred language of an electronic mail recipient;

writing header information to an electronic mail message based on the identified preferred language;

determining a language-appropriate version of the content associated with marketing research based on the identified preferred language; and

writing a body to the electronic mail message that includes the determined language-appropriate version of the content associated with marketing research; and

sending each of the language-customized electronic mail messages to the an appropriate electronic mail recipient.

3. (Currently Amended) The method of claim 2 wherein the preferred language is ~~determined~~ identified by querying a database of the system.

4. (Original) The method of claim 2 wherein the header information comprises character coding information based on the preferred language.

5. (Original) The method of claim 4 wherein the character coding information comprises one or more of a MIME-Version header field, a content type header field, a content transfer encoding field and a character set parameter of the content type header field.

6. (Previously Presented) A method comprising:  
determining, as part of an electronic mail generation system, a preferred language of an electronic mail recipient, wherein the electronic mail generation system is a part of a market research system;  
writing header information to an electronic mail message based on the preferred language;  
writing a body to the electronic mail message; and  
sending the electronic mail message to the electronic mail recipient.

7. (Previously Presented) The method of claim 6 wherein the electronic mail message is generated automatically in response to an event of the market research system.

8. (Original) The method of claim 2 wherein the recipient is expressed in a manner dependent on the preferred language.

9. (Original) The method of claim 8 wherein the method further comprises sending the electronic mail message to the recipient expressed in the language dependent manner.

10. (Original) The method of claim 2 wherein the method further comprises determining a culturally appropriate salutation for the recipient based on the preferred language.

11. (Original) The method of claim 10 further comprising  
constructing the culturally appropriate salutation based on the recipient's name and  
the preferred language; and  
writing to a body of the electronic mail message the culturally appropriate salutation.
12. (Cancelled)
13. (Previously Presented) An apparatus comprising:  
a storage medium having stored therein a plurality of programming instructions  
designed to perform a plurality of operations, including  
a first operation to determine, as part of an electronic mail generation system,  
a preferred language of an electronic mail recipient,  
a second operation to write header information to an electronic mail message  
based on the preferred language,  
a third operation to write a body to the electronic mail message; and  
a fourth operation to send the electronic mail message to the electronic mail  
recipient; and  
a processor coupled to the storage medium to execute the programming  
instructions.
14. (Original) The apparatus of claim 13 wherein the programming instructions  
are also designed to perform a fifth operation to query a database of the system to  
determine the preferred language.
15. (Original) The apparatus of claim 13 wherein the programming instructions  
are designed to include in said header information, character coding information based on  
the preferred language.
16. (Original) The apparatus of claim 15 wherein the character coding  
information comprises one or more of a MIME-Version header field, a content type header

field, a content transfer encoding field and a character set parameter of the content type header field.

17. (Previously Presented) An apparatus comprising:

a storage medium having stored therein a plurality of programming instructions designed to perform a plurality of operations, including  
a first operation to determine, as part of an electronic mail generation system, a preferred language of an electronic mail recipient,  
a second operation to write header information to an electronic mail message based on the preferred language,  
a third operation to write a body to the electronic mail message; and  
a fourth operation to send the electronic mail message to the electronic mail recipient; and  
a processor coupled to the storage medium to execute the programming instructions, wherein the electronic mail generation system is a market research system, and the programming instructions further implement the market research system.

18. (Previously Presented) The apparatus of claim 17 wherein the programming instructions automatically generate the electronic mail message in response to an event of the market research system.

19. (Previously Presented) The apparatus of claim 13 wherein the programming instructions expresses the recipient in a manner based at least in part on the preferred language.

20. (Original) The apparatus of claim 19 wherein the programming instruction are further designed to send the electronic mail message to the recipient expressed in the language dependent manner.

21. (Original) The apparatus of claim 13 wherein the programming instructions are further designed to determine a culturally appropriate salutation for the recipient based on the preferred language.

22. (Original) The apparatus of claim 21 wherein the programming instructions are further designed to construct the culturally appropriate salutation based on the recipient's name and the preferred language, and to write to a body of the electronic mail message the culturally appropriate salutation.